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May 17, 1988

VIA TELECOPIER

Murray H. Bring, Esq.
Philip Morris Companies Inc.
120 Park Avenue
New York, New York 10017

Dear Murray:

Attached for your reference are various statements from the 1988 Surgeon General's Report. The quotations support what probably remains our best argument: No matter what the Surgeon General may say about the addictiveness of smoking, the fact remains that people can quit.

As I mentioned yesterday, the Report does not in my view fairly reflect research findings by Dr. Hughes, whose work is often cited in the Report. Hughes' work, which is more rigorous than that of Henningfield, Jaffe, et al., contains many important qualifications. Most notably, Hughes has written that whether tobacco withdrawal interferes with the ability to quit or remain abstinent is unknown. That caveat is included in DSM-III-R. The 1988 Report, however, does not mention this or other important negative findings in Hughes' work.

About a year ago, I met with Hughes for several hours. He was quite open with me. I am therefore going to call him and, assuming he is willing to talk, ask whether he is satisfied with the Surgeon General's use of his research. There is a chance that he believes the Report goes too far not only in its statements about withdrawal but in its comparison of nicotine with alcohol and heroin.

Finally, Arnold & Porter, Womble, Carlyle, and Shook, Hardy have divided up the 1988 Report for a close review. We plan to check references, catalog adverse authority not cited, and analyze any underlying data to which we have access.

Best regards.

Sincerely,

Marc
Marc S. Firestone

Enclosures

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